## REFERENCEUSA USER GUIDE

## What is ReferenceUSA?

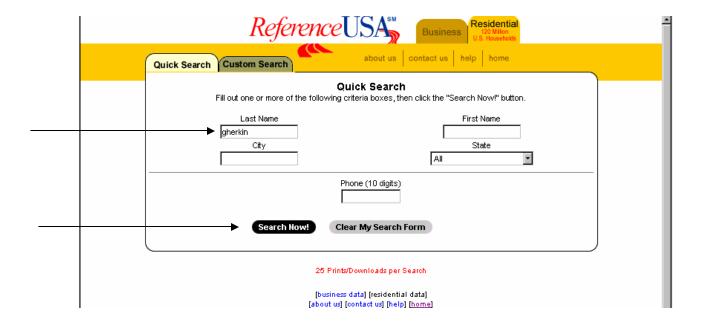
Reference USA is an Internet-based reference database which contains detailed information on more than 12 million U.S. businesses and 102 million U.S. residents.

Information is compiled from the following public sources: more than 5,600 Yellow Page and Business White Page telephone directories; annual reports, 10-Ks and other SEC information; federal, state, and municipal government data; Chamber of Commerce information; leading business magazines, trade publications, newsletters, major newspapers, industry and specialty directories; and postal service information, including Change of Address updates.

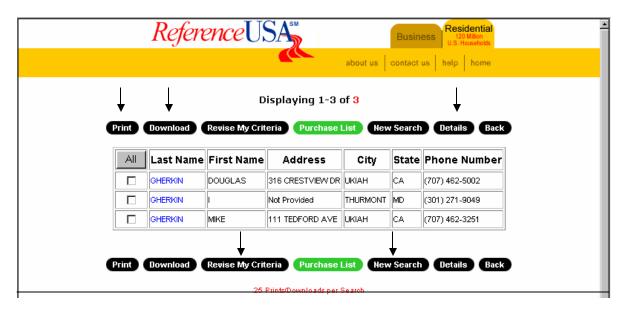
For each search, you may print out or download up to 25 of your resulting hits. People wanting more may purchase them from the vendor.

## I. Residential Database

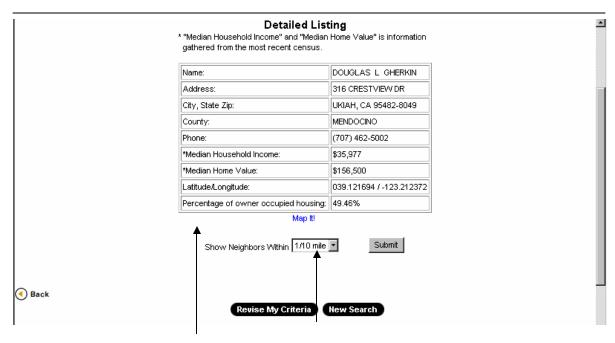
- A. When would I use it?
  - 1. To locate a person when you do not know the exact city or even the state.
  - 2. To locate an address and/or name when you have a phone number.
  - 3. To locate a person when you only have an address.
  - 4. To locate neighbors near an address.
- B. Type of Search Quick Search
  - 1. Fill in what you know (your criteria). (Ex: all persons named Gherkin.)
  - 2. Click Search Now



3. You will see the results of your search displayed.



- 4. At this point, you may <u>Print</u> or <u>Download</u> up to 25 of your results. Or you may <u>Revise</u> your search criteria or <u>Start</u> a new search.
- 5. To see more details, either Click on a single name or check off more than one name and Click on Details.

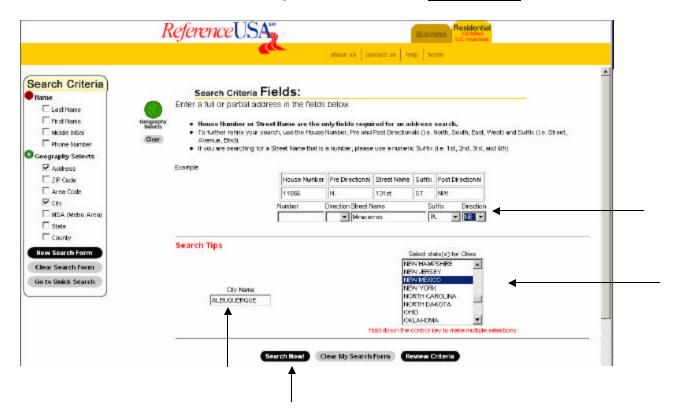


6. Click on Map It to get a map of the location or choose to see neighbors with a certain radius by selecting the distance and clicking Submit.

- C. Type of Search Custom Search -
  - 1. Use this for collecting demographic information of people living in a certain zipcodes, area codes, streets, etc.
  - 2. Check off the boxes of the information you have. (Example: all of the people on a particular street in Albuquerque.) Click on <u>Create Search</u> Form.



3. Enter the information you have and click Search Now.



4. Once your results are shown, you may <u>Print</u> or <u>Download</u> up to 25 of them. Or you may Revise your search criteria or Start a new search.



5. To see more details, either Click on a single name or check off more than one name and Click on <u>Details</u>.

## II. Business Database

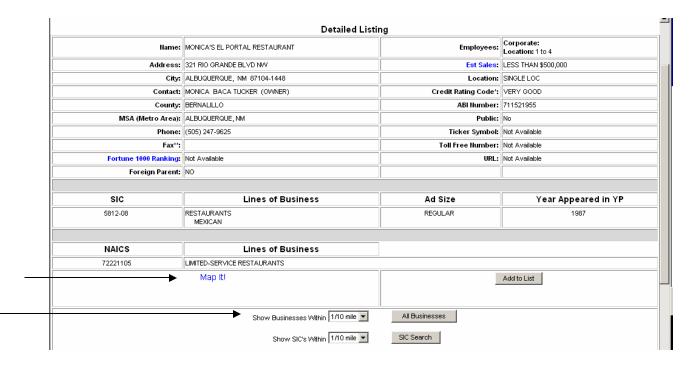
- A. When would you use it?
  - 1. To get the address and phone number of a business.
  - 2. To get a contact person for a particular business.
  - 3. To locate particular types of businesses in an area city, zipcode, or metropolitan statistical area (MSA)
- B. Type of Search Quick Search use to get information on a particular business.
  - 1. Fill in as much information as you know and click on <u>Search Now</u>. (Ex: El Portal restaurant in Albuquerque.)



2. Your search results will be displayed.

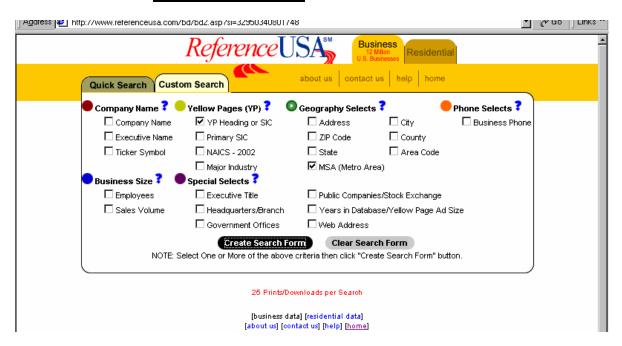


3. To see details, click on the company's name.

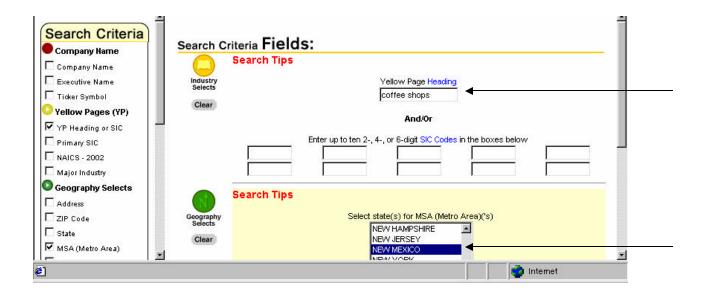


- 4. Click on Map It to see where it is located or use the boxes at the bottom to locate all nearby businesses.
- C. Type of Search Custom Search use to locate businesses of a particular type in a specific area, the headquarters of a company, etc.

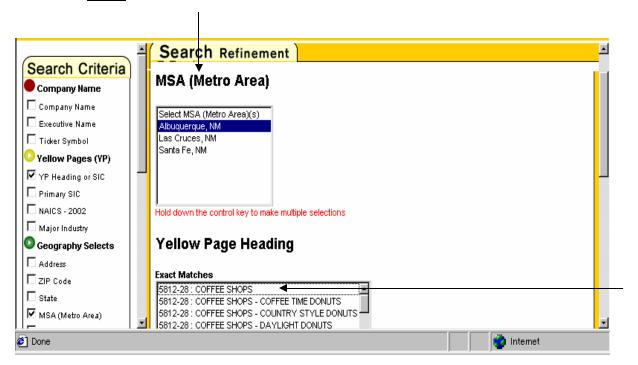
- 1. Check off the boxes of the information you can provide (you can search by Yellow Page heading, SIC or NAIC code, or major industry). Ex. You can look for all the coffee shops in Albuquerque.
- 2. Click on Create Search Form.



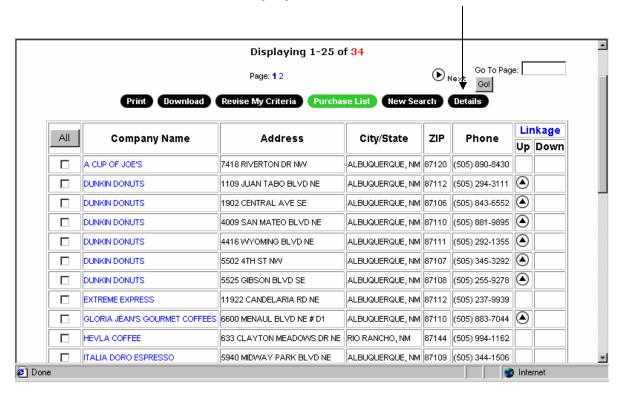
- 3. Type in the Yellow Page heading, or click on the word <u>Heading</u> to see a list of possibilities which you can browse.
- 4. Select the State for the Metro Area you want to search. (Or type in zipcodes.)
- 5. Click Search Now.



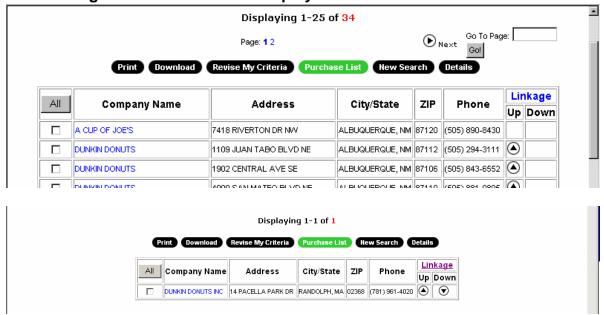
6. Click on the MSA and the Yellow Page Heading you want. click on <u>Search Now.</u>



7. Your results will be displayed.



8. You can find the company's headquarters by clicking on the arrow to the right of the information displayed.



9. Or you can get details, including contact and website, if available, by clicking on a company or checking off boxes and clicking on <u>Details</u>.

